



UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE
United States Patent and Trademark Office
Address: COMMISSIONER FOR PATENTS
P.O. Box 1450
Alexandria, Virginia 22313-1450
www.uspto.gov

NOTICE OF ALLOWANCE AND FEE(S) DUE

21186 7590 11/05/2012
SCHWEGMAN, LUNDBERG & WOESSNER, P.A.
P.O. BOX 2938
MINNEAPOLIS, MN 55402

EXAMINER

AL HASHEMI, SANA A

ART UNIT

PAPER NUMBER

2156

DATE MAILED: 11/05/2012

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
-----------------	-------------	----------------------	---------------------	------------------

09/730,538

12/07/2000

Kerry Clendinning

2043.061US1

9351

TITLE OF INVENTION: SYSTEM AND METHOD FOR COLLECTING, ASSOCIATING, NORMALIZING AND PRESENTING PRODUCT AND VENDOR INFORMATION ON A DISTRIBUTED NETWORK

APPLN. TYPE	SMALL ENTITY	ISSUE FEE DUE	PUBLICATION FEE DUE	PREV. PAID ISSUE FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	NO	\$1770	\$300	\$0	\$2070	02/05/2013

THE APPLICATION IDENTIFIED ABOVE HAS BEEN EXAMINED AND IS ALLOWED FOR ISSUANCE AS A PATENT. PROSECUTION ON THE MERITS IS CLOSED. THIS NOTICE OF ALLOWANCE IS NOT A GRANT OF PATENT RIGHTS. THIS APPLICATION IS SUBJECT TO WITHDRAWAL FROM ISSUE AT THE INITIATIVE OF THE OFFICE OR UPON PETITION BY THE APPLICANT. SEE 37 CFR 1.313 AND MPEP 1308.

THE ISSUE FEE AND PUBLICATION FEE (IF REQUIRED) MUST BE PAID WITHIN THREE MONTHS FROM THE MAILING DATE OF THIS NOTICE OR THIS APPLICATION SHALL BE REGARDED AS ABANDONED. THIS STATUTORY PERIOD CANNOT BE EXTENDED. SEE 35 U.S.C. 151. THE ISSUE FEE DUE INDICATED ABOVE DOES NOT REFLECT A CREDIT FOR ANY PREVIOUSLY PAID ISSUE FEE IN THIS APPLICATION. IF AN ISSUE FEE HAS PREVIOUSLY BEEN PAID IN THIS APPLICATION (AS SHOWN ABOVE), THE RETURN OF PART B OF THIS FORM WILL BE CONSIDERED A REQUEST TO REAPPLY THE PREVIOUSLY PAID ISSUE FEE TOWARD THE ISSUE FEE NOW DUE.

HOW TO REPLY TO THIS NOTICE:

I. Review the SMALL ENTITY status shown above.

If the SMALL ENTITY is shown as YES, verify your current SMALL ENTITY status:

A. If the status is the same, pay the TOTAL FEE(S) DUE shown above.

B. If the status above is to be removed, check box 5b on Part B - Fee(s) Transmittal and pay the PUBLICATION FEE (if required) and twice the amount of the ISSUE FEE shown above, or

If the SMALL ENTITY is shown as NO:

A. Pay TOTAL FEE(S) DUE shown above, or

B. If applicant claimed SMALL ENTITY status before, or is now claiming SMALL ENTITY status, check box 5a on Part B - Fee(s) Transmittal and pay the PUBLICATION FEE (if required) and 1/2 the ISSUE FEE shown above.

II. PART B - FEE(S) TRANSMITTAL, or its equivalent, must be completed and returned to the United States Patent and Trademark Office (USPTO) with your ISSUE FEE and PUBLICATION FEE (if required). If you are charging the fee(s) to your deposit account, section "4b" of Part B - Fee(s) Transmittal should be completed and an extra copy of the form should be submitted. If an equivalent of Part B is filed, a request to reapply a previously paid issue fee must be clearly made, and delays in processing may occur due to the difficulty in recognizing the paper as an equivalent of Part B.

III. All communications regarding this application must give the application number. Please direct all communications prior to issuance to Mail Stop ISSUE FEE unless advised to the contrary.

IMPORTANT REMINDER: Utility patents issuing on applications filed on or after Dec. 12, 1980 may require payment of maintenance fees. It is patentee's responsibility to ensure timely payment of maintenance fees when due.

PART B - FEE(S) TRANSMITTAL

Complete and send this form, together with applicable fee(s), to: **Mail** **Mail Stop ISSUE FEE**
Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450
or Fax **(571)-273-2885**

INSTRUCTIONS: This form should be used for transmitting the ISSUE FEE and PUBLICATION FEE (if required). Blocks 1 through 5 should be completed where appropriate. All further correspondence including the Patent, advance orders and notification of maintenance fees will be mailed to the current correspondence address as indicated unless corrected below or directed otherwise in Block 1, by (a) specifying a new correspondence address; and/or (b) indicating a separate "FEE ADDRESS" for maintenance fee notifications.

CURRENT CORRESPONDENCE ADDRESS (Note: Use Block 1 for any change of address)

Note: A certificate of mailing can only be used for domestic mailings of the Fee(s) Transmittal. This certificate cannot be used for any other accompanying papers. Each additional paper, such as an assignment or formal drawing, must have its own certificate of mailing or transmission.

21186 7590 11/05/2012
SCHWEGMAN, LUNDBERG & WOESSNER, P.A.
P.O. BOX 2938
MINNEAPOLIS, MN 55402

Certificate of Mailing or Transmission

I hereby certify that this Fee(s) Transmittal is being deposited with the United States Postal Service with sufficient postage for first class mail in an envelope addressed to the Mail Stop ISSUE FEE address above, or being facsimile transmitted to the USPTO (571) 273-2885, on the date indicated below.

(Depositor's name)
(Signature)
(Date)

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
-----------------	-------------	----------------------	---------------------	------------------

09/730,538 12/07/2000 Kerry Clendinning 2043.061US1 9351

TITLE OF INVENTION: SYSTEM AND METHOD FOR COLLECTING, ASSOCIATING, NORMALIZING AND PRESENTING PRODUCT AND VENDOR INFORMATION ON A DISTRIBUTED NETWORK

APPLN. TYPE	SMALL ENTITY	ISSUE FEE DUE	PUBLICATION FEE DUE	PREV. PAID ISSUE FEE	TOTAL FEE(S) DUE	DATE DUE
-------------	--------------	---------------	---------------------	----------------------	------------------	----------

nonprovisional NO \$1770 \$300 \$0 \$2070 02/05/2013

EXAMINER	ART UNIT	CLASS-SUBCLASS
----------	----------	----------------

AL HASHEMI, SANA A 2156 707-101000

1. Change of correspondence address or indication of "Fee Address" (37 CFR 1.363).

- ☐ Change of correspondence address (or Change of Correspondence Address form PTO/SB/122) attached.
☐ "Fee Address" indication (or "Fee Address" Indication form PTO/SB/47; Rev 03-02 or more recent) attached. **Use of a Customer Number is required.**

2. For printing on the patent front page, list

- (1) the names of up to 3 registered patent attorneys or agents OR, alternatively, 1 _____
(2) the name of a single firm (having as a member a registered attorney or agent) and the names of up to 2 registered patent attorneys or agents. If no name is listed, no name will be printed. 2 _____
3 _____

3. ASSIGNEE NAME AND RESIDENCE DATA TO BE PRINTED ON THE PATENT (print or type)

PLEASE NOTE: Unless an assignee is identified below, no assignee data will appear on the patent. If an assignee is identified below, the document has been filed for recordation as set forth in 37 CFR 3.11. Completion of this form is NOT a substitute for filing an assignment.

(A) NAME OF ASSIGNEE (B) RESIDENCE: (CITY and STATE OR COUNTRY)

Please check the appropriate assignee category or categories (will not be printed on the patent) : ☐ Individual ☐ Corporation or other private group entity ☐ Government

4a. The following fee(s) are submitted:

- ☐ Issue Fee
☐ Publication Fee (No small entity discount permitted)
☐ Advance Order - # of Copies _____

4b. Payment of Fee(s); (Please first reapply any previously paid issue fee shown above)

- ☐ A check is enclosed.
☐ Payment by credit card. Form PTO-2038 is attached.
☐ The Director is hereby authorized to charge the required fee(s), any deficiency, or credit any overpayment, to Deposit Account Number _____ (enclose an extra copy of this form).

5. Change in Entity Status (from status indicated above)

- ☐ a. Applicant claims SMALL ENTITY status. See 37 CFR 1.27. ☐ b. Applicant is no longer claiming SMALL ENTITY status. See 37 CFR 1.27(g)(2).

NOTE: The Issue Fee and Publication Fee (if required) will not be accepted from anyone other than the applicant; a registered attorney or agent; or the assignee or other party in interest as shown by the records of the United States Patent and Trademark Office.

Authorized Signature _____ Date _____

Typed or printed name _____ Registration No. _____

This collection of information is required by 37 CFR 1.311. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, Virginia 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, Virginia 22313-1450.

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.



UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE
United States Patent and Trademark Office
Address: COMMISSIONER FOR PATENTS
P.O. Box 1450
Alexandria, Virginia 22313-1450
www.uspto.gov

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/730,538	12/07/2000	Kerry Clendinning	2043.061US1	9351

21186 7590 11/05/2012
SCHWEGMAN, LUNDBERG & WOESSNER, P.A.
P.O. BOX 2938
MINNEAPOLIS, MN 55402

EXAMINER

AL HASHEMI, SANA A

ART UNIT	PAPER NUMBER
----------	--------------

2156

DATE MAILED: 11/05/2012

Determination of Patent Term Adjustment under 35 U.S.C. 154 (b) (application filed on or after May 29, 2000)

The Patent Term Adjustment to date is 610 day(s). If the issue fee is paid on the date that is three months after the mailing date of this notice and the patent issues on the Tuesday before the date that is 28 weeks (six and a half months) after the mailing date of this notice, the Patent Term Adjustment will be 610 day(s).

If a Continued Prosecution Application (CPA) was filed in the above-identified application, the filing date that determines Patent Term Adjustment is the filing date of the most recent CPA.

Applicant will be able to obtain more detailed information by accessing the Patent Application Information Retrieval (PAIR) WEB site (<http://pair.uspto.gov>).

Any questions regarding the Patent Term Extension or Adjustment determination should be directed to the Office of Patent Legal Administration at (571)-272-7702. Questions relating to issue and publication fee payments should be directed to the Customer Service Center of the Office of Patent Publication at 1-(888)-786-0101 or (571)-272-4200.

Privacy Act Statement

The Privacy Act of 1974 (P.L. 93-579) requires that you be given certain information in connection with your submission of the attached form related to a patent application or patent. Accordingly, pursuant to the requirements of the Act, please be advised that: (1) the general authority for the collection of this information is 35 U.S.C. 2(b)(2); (2) furnishing of the information solicited is voluntary; and (3) the principal purpose for which the information is used by the U.S. Patent and Trademark Office is to process and/or examine your submission related to a patent application or patent. If you do not furnish the requested information, the U.S. Patent and Trademark Office may not be able to process and/or examine your submission, which may result in termination of proceedings or abandonment of the application or expiration of the patent.

The information provided by you in this form will be subject to the following routine uses:

1. The information on this form will be treated confidentially to the extent allowed under the Freedom of Information Act (5 U.S.C. 552) and the Privacy Act (5 U.S.C. 552a). Records from this system of records may be disclosed to the Department of Justice to determine whether disclosure of these records is required by the Freedom of Information Act.
2. A record from this system of records may be disclosed, as a routine use, in the course of presenting evidence to a court, magistrate, or administrative tribunal, including disclosures to opposing counsel in the course of settlement negotiations.
3. A record in this system of records may be disclosed, as a routine use, to a Member of Congress submitting a request involving an individual, to whom the record pertains, when the individual has requested assistance from the Member with respect to the subject matter of the record.
4. A record in this system of records may be disclosed, as a routine use, to a contractor of the Agency having need for the information in order to perform a contract. Recipients of information shall be required to comply with the requirements of the Privacy Act of 1974, as amended, pursuant to 5 U.S.C. 552a(m).
5. A record related to an International Application filed under the Patent Cooperation Treaty in this system of records may be disclosed, as a routine use, to the International Bureau of the World Intellectual Property Organization, pursuant to the Patent Cooperation Treaty.
6. A record in this system of records may be disclosed, as a routine use, to another federal agency for purposes of National Security review (35 U.S.C. 181) and for review pursuant to the Atomic Energy Act (42 U.S.C. 218(c)).
7. A record from this system of records may be disclosed, as a routine use, to the Administrator, General Services, or his/her designee, during an inspection of records conducted by GSA as part of that agency's responsibility to recommend improvements in records management practices and programs, under authority of 44 U.S.C. 2904 and 2906. Such disclosure shall be made in accordance with the GSA regulations governing inspection of records for this purpose, and any other relevant (i.e., GSA or Commerce) directive. Such disclosure shall not be used to make determinations about individuals.
8. A record from this system of records may be disclosed, as a routine use, to the public after either publication of the application pursuant to 35 U.S.C. 122(b) or issuance of a patent pursuant to 35 U.S.C. 151. Further, a record may be disclosed, subject to the limitations of 37 CFR 1.14, as a routine use, to the public if the record was filed in an application which became abandoned or in which the proceedings were terminated and which application is referenced by either a published application, an application open to public inspection or an issued patent.
9. A record from this system of records may be disclosed, as a routine use, to a Federal, State, or local law enforcement agency, if the USPTO becomes aware of a violation or potential violation of law or regulation.

Notice of Allowability	Application No.	Applicant(s)	
	09/730,538	CLENDINNING ET AL.	
	Examiner	Art Unit	
	SANA AL HASHEMI	2156	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address--

All claims being allowable, PROSECUTION ON THE MERITS IS (OR REMAINS) CLOSED in this application. If not included herewith (or previously mailed), a Notice of Allowance (PTOL-85) or other appropriate communication will be mailed in due course. **THIS NOTICE OF ALLOWABILITY IS NOT A GRANT OF PATENT RIGHTS.** This application is subject to withdrawal from issue at the initiative of the Office or upon petition by the applicant. See 37 CFR 1.313 and MPEP 1308.

1. ☒ This communication is responsive to RCE filed 9/20/2012.
2. ☐ An election was made by the applicant in response to a restriction requirement set forth during the interview on ____; the restriction requirement and election have been incorporated into this action.
3. ☒ The allowed claim(s) is/are 1-18, 21, 26-31 as renumbered 1-25.
4. ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
 - a) ☐ All b) ☐ Some* c) ☐ None of the:
 1. ☐ Certified copies of the priority documents have been received.
 2. ☐ Certified copies of the priority documents have been received in Application No. ____.
 3. ☐ Copies of the certified copies of the priority documents have been received in this national stage application from the International Bureau (PCT Rule 17.2(a)).

* Certified copies not received: ____.

Applicant has THREE MONTHS FROM THE "MAILING DATE" of this communication to file a reply complying with the requirements noted below. Failure to timely comply will result in ABANDONMENT of this application.

THIS THREE-MONTH PERIOD IS NOT EXTENDABLE.

5. ☐ A SUBSTITUTE OATH OR DECLARATION must be submitted. Note the attached EXAMINER'S AMENDMENT or NOTICE OF INFORMAL PATENT APPLICATION (PTO-152) which gives reason(s) why the oath or declaration is deficient.
 6. ☐ CORRECTED DRAWINGS (as "replacement sheets") must be submitted.
 - (a) ☐ including changes required by the Notice of Draftsperson's Patent Drawing Review (PTO-948) attached
 - 1) ☐ hereto or 2) ☐ to Paper No./Mail Date ____.
 - (b) ☐ including changes required by the attached Examiner's Amendment / Comment or in the Office action of Paper No./Mail Date ____.
- Identifying indicia such as the application number (see 37 CFR 1.84(c)) should be written on the drawings in the front (not the back) of each sheet. Replacement sheet(s) should be labeled as such in the header according to 37 CFR 1.121(d).**
7. ☐ DEPOSIT OF and/or INFORMATION about the deposit of BIOLOGICAL MATERIAL must be submitted. Note the attached Examiner's comment regarding REQUIREMENT FOR THE DEPOSIT OF BIOLOGICAL MATERIAL.

Attachment(s)

- | | |
|--|---|
| 1. <input checked="" type="checkbox"/> Notice of References Cited (PTO-892) | 5. <input type="checkbox"/> Notice of Informal Patent Application |
| 2. <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948) | 6. <input type="checkbox"/> Interview Summary (PTO-413),
Paper No./Mail Date ____. |
| 3. <input checked="" type="checkbox"/> Information Disclosure Statements (PTO/SB/08),
Paper No./Mail Date <u>10/10/2012</u> | 7. <input checked="" type="checkbox"/> Examiner's Amendment/Comment |
| 4. <input type="checkbox"/> Examiner's Comment Regarding Requirement for Deposit
of Biological Material | 8. <input type="checkbox"/> Examiner's Statement of Reasons for Allowance |
| | 9. <input type="checkbox"/> Other ____. |

/Sana Al-Hashemi/
Primary Examiner, Art Unit 2156

DETAILED ACTION

This action is issued in response to RCE filed 9/20/2012

Claims 1-18, 21, 26 were amended. Claims 19-20, 22-25 were canceled. Claims 27-31 were added.

Claims 1-18, 21, 26-231 as renumbered 1-25 are allowed.

EXAMINER'S AMENDMENT

An examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it MUST be submitted no later than the payment of the issue fee.

Authorization for this examiner's amendment was given in a telephone interview with Mark R. Vatuone on Oct. 24, 2012.

Please replace the claims with the following:

(Currently Amended) A system for retrieving, normalizing and storing product information and ~~correlation various different identification and attribute information about a product~~, said system comprising:

~~the database to store a plurality of identifiers for each product, and relationship between the identifiers, and for each identified product, a plurality of product attributes,~~
a data collector to retrieve product information, over a distributed network, from at least one

Art Unit: 2156

external source and automatically to associate said retrieved product information for an identified product with prestored product information for the identified product, on the database, said data collector creating markup language for the identified product, includes said markup language including a first attribute- value pair that includes a first attribute and a first value;

a normalization engine to normalize said ~~retrieved product information~~ markup language for the identified product, the normalization engine to translate the first attribute to a second attribute responsive to an identification of the first attribute in a list that includes a plurality of attributes that are associated with the identified product and the second attribute, the second attribute being a canonical representation of the plurality of attributes respectively: and

a database to store the normalized second attribute for the identified product with the prestored product information for the identified product,

the data collector to store the second attribute for the identified product with the prestored product information for the identified product in the database.

2. (Currently amended) The system of claim 1, wherein the database is to store identifiers ~~are selected from a group including for products~~ selected from a group of identifiers for products consisting of a model number, a part number, and a stock Keeping number.

3. (Currently amended) The system of claim 1, wherein the database is to store information about features of the product.

4. (Currently amended) The system of claim 1, wherein the database is utilized to assign a universal ~~SKU~~ stock keeping number to each product.

5. (Currently Amended) The system of claim ~~[[1]]~~ 2, wherein the database is a relational database and the relationships between the identifiers for the products are stored as a tuple.

Art Unit: 2156

6. (Currently Amended) The system of claim 5, wherein the database is controlled by ~~SQL~~
Structured Query Language.

7. (Currently Amended) The system of claim 1, wherein said database is contained in a
server connected to ~~a~~ the distributed network and wherein the at least one external source is a
server.

8. (Currently Amended) The system of claim [[2]] 7, wherein the distributed network is the
Internet and wherein the markup language is the Extensible Markup Language.

9. (Currently Amended) The system of claim 8, ~~further comprising~~ wherein the at least one
external source includes at least one a third party server connected to the system through the
Internet.

10. (Currently Amended) A method of gathering, normalizing and storing product information in
a database, the method comprising:

gathering product information from diverse external sources that are accessed over a
distributed network;

~~loading~~ storing the gathered product information into the database, ~~the gathered product~~
~~information including a first attribute value pair that includes a first attribute and a first value;~~

creating markup language for a first product from said gathered product information for a
first product, said markup language including a first attribute value pair that includes a first
attribute and a first value;

~~for each product in the gathered product information, determining whether~~ identifying the
first product is already present in said database; and if so

Art Unit: 2156

normalizing the markup language for the first product by translating the first attribute to a second attribute responsive to identify the first attribute on a list that includes a plurality of attributes that are associated with the first product and the second attribute, the second attribute being a canonical representation of the plurality of attributes respectively [[:]] and

~~for each product determined as not being already resent in said database, adding a product identifier and related product information to said database, the database to determine and to store relationships between the various product identifiers for each new product represented in newly gathered information and stores information regarding the related product information for that product according to alias lists for product information terminology stored in said database.~~

11. (Previously Presented) The method of claim 10, further comprising:

transmitting the product information to a third-party server, wherein the transmitted product information contains a product identifier used by the third-party server.

12. (Currently Amended) A ~~computer implemented~~ method for providing to a user ~~at a single user~~ interactive location information ~~relating to at least one of a product and a service of interest to the user~~, the method comprising:

gathering information ~~on at least one of the~~ for a product and the a service, including at least two of the following types of information from a plurality of servers that are accessed over a distributed network;

~~a general description of the at least one of the product and the service that includes at least one of the product features and the service features, a numerical user rating of the at least one of the product and the service, at least one of the user reviews of the at least one of the~~

Art Unit: 2156

~~product and the service, at least one of an industry review of the at least one of the product and the service, at least one of the comparison between the at least one of the product and the service and other similar items~~

~~—a list of at least one of the vendor that sells the at least one of the product and the service, a list prices of the at least one of the product and the service, a price for the at least one of the product and the service at each of the at least one vendor, data: on the availability of the at least one of the product and the service at each of the at least one vendor, and a profile on each of the at least one vendor and an at least one of a rating and review for each of the at least one vendor~~

creating markup language for the product from said gathered information, said markup language including, a first attribute-value pair that includes a first attribute and a first value;

normalizing the markup language first the product by translating the first attribute to a second attribute responsive to identifying the first attribute in a list that includes a plurality of attributes that are associated with the product and the second attribute the second attribute being a canonical representation of the plurality of attributes respectively;

storing the gathered information and the normalized markup language according to ~~an at least one of the~~ a product identification for the product ~~and the service identification, the information includes a first value pair that includes a first attribute and a first value, the storing including translating the first attribute to a second attribute responsive to identifying the first attribute in a list that includes a plurality of attributes that are associated with the second attribute, the second attribute being a canonical representation of the plurality of attributes respectively; and~~

Art Unit: 2156

outputting ~~said information~~ to said user in a format that enables access by said user to the gathered and the stored information related to ~~the at least one of the product of interest and the service of interest.~~

13. (Currently Amended) The method of claim 12, further comprising:

displaying a list identifying first plurality of ~~the at least one of the products and the service; and~~

receiving a ~~user~~ product input selecting ~~the at least one of the~~ a second plurality of products ~~and the service~~ from the first plurality of products; and the list, wherein the displaying information displays information on the selected at least one of the products and the services

displaying the second plurality of products responsive to the receiving the product input.

14. (Currently Amended) The method of claim 13, further comprising:

displaying a class list identifying a plurality of classes ~~of the at least one of the products and the services;~~

receiving a ~~user~~ class input selecting ~~one of the classes~~ a class from the class list, the class corresponding to a second product, and

displaying the second product at least one of the products and services corresponding to the selected class responsive to the receiving the class input.

15. (Currently Amended) The method of claim 13, further comprising:

displaying a feature list identifying a plurality of ~~the at least one of the product features and the service features;~~

Art Unit: 2156

receiving a ~~user~~ feature input selecting ~~the at least one of the~~ a first product features ~~features and the service features from the feature list~~; and

displaying the ~~at least one of the~~ product feature ~~and the service feature corresponding responsive to the user feature~~ receiving the feature input.

16. (Previously Presented) The method of claim 13, wherein displaying farther comprises displaying a picture.

17. (Currently Amended) The method of claim i2, further comprising:

allowing the user to add ~~to the stored information~~ a user review ~~of the at least one of the~~ product ~~and the service~~ and storing the user review according to the product identification.

18. (Currently Amended) The method of claim 12, further comprising:

allowing the user to add a rating of the ~~at least one of the~~ product and ~~the service~~, wherein the rating is combined with an existing numerical user rating to form a new numerical user rating.

19-20. (Canceled)

21. (Currently Amended) The method of claim i0, further comprising:

assigning unique integer identifiers to each character string contained in said product information;

associating each unique integer identifier with ~~[[its]]~~ a corresponding string in a look-up table; and

creating a file containing product identification information and product attribute information in the form of a listing of said unique integer identifiers~~[[:]~~,

Art Unit: 2156

the assigning, the associating, and the creating to enable a traversal across said file with client queries to said database, a retrieval of relevant integer identifiers, and the acquisition of corresponding character strings from said look-up table for presentation to a client.

22.-25. (Canceled)

26. (Currently Amended) A system for retrieving, normalizing and storing product information ~~and correlating various different identification and attribute information about a product~~, said system comprising:

~~a first means for stating a plurality of identifiers for each product, and relationships between the identifiers, and for each identified product, a plurality of product attributes;~~

a ~~second~~ first means for retrieving product information from at least one external source and automatically ~~to associate~~ for associating said retrieved product information for an identified product with prestored product information for the identified product, ~~on the said first~~ means said creating markup language from the retrieved product information for the identified product ~~includes~~ said markup language for the identified product including a first attribute-value pair that includes a first attribute and a first value; ~~and~~

a ~~third~~ second means for normalizing said ~~retrieved product information~~ markup language for the identified product, ~~the third means for~~ by translating the first attribute to a second attribute responsive to an identification of the first attribute in a list that includes a plurality of attributes that are associated with the identified product and the second attribute, the second attribute being a canonical representation of the plurality of attributes respectively; and

a third means for storage of the normalized second attribute for the identified product with prestored product information for the identified product.

Art Unit: 2156

the first means for storing the second attribute for the identification product with
prestored product information for the identified product on the third means.

27. (New) The method of claim 12, wherein the information includes a description of the product that includes product features, a numerical user rating of the product, a user review of the product, an industry review of the product, a comparison between the product and other items, a vendor that sells the product, a list price of the product, a vendor price for the product, information provided by the vendor on the availability of the product, a profile of the vendor, a rating of the vendor, and a review of the vendor.

28. (New) the method of claim 10, further including storing the second attribute for the first product in the database.

29. (New) The method of claim 10, wherein said database is coupled to a server connected to the distributed network, wherein the distributed network is the Internet.

30. (New) The method of claim 10, further comprising translating the first value to a second value responsive to identifying the first value in a list that includes a plurality of values that are associated with the first attribute and the second value, the second value being a canonical representation of the plurality of values respectively.

31. (New) The method of claim 10, wherein the markup language for the identified product includes a first domain associated with the attribute-value pair, and further comprising normalizing the markup language for the product by translating the first domain in a second domain responsive to identifying the first domain in a list that includes a plurality of domains

Art Unit: 2156

that are associated with the first product and the second domain, the second domain being a canonical representation of the plurality of domains respectively.

Point of Contact

Any inquiry concerning this communication or earlier communications from the examiner should be directed to SANA AL HASHEMI whose telephone number is (571)272-4013. The examiner can normally be reached on 8Am-4:30Pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Pierre Vital can be reached on 571-272-4215. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/Sana Al-Hashemi/
Primary Examiner, Art Unit 2156
October 26, 2012